

Message Text

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71

ACTION EB-11

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R 162021Z JUL 73

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 1315

INFO ZEC/AMCONSUL VANCOUVER

AMCONSUL MONTREAL

AMCONSUL TORONTO

AMCONSUL WUNNIPEG

AMCONSUL ST

AMCONSUL CALGARY

AMKONSUL HALIFAX

AZEN/AMCONSUL QUEBEC

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AAE.O. 11652: N/A

TAGS: BEXP, CA

SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REF: STATE 128397 AND 50002

1. WE HAD HOPED, BEFORE REACHING THIS STAGE IN DEVELOPING CCP, TO HAVE BENEFIT OF DIALOGUE WITH WASHINGTON CONTEMPLATED IN OUR 1224 OF MAY 24 RECOMMENDING COMMERCIAL OFFICERS CONFERENCE. IMPORTANCE WE ATTACH TO PROPOSED CONFERENCE DERIVES, I.A., FROM FACTS THAT CANADIAN MARKET IS SEVERAL MARKETS ON NORTH-SOUTH AXES WITH U.S. SUPPLIERS, ACD (B) MOST OF OUR COMMERCIAL PERSONNEL ARE LOCATED IN MONTREAL, TORONTO AND VANOUVER. (WE HAVE DRAWN ON THOSE CONSULATES GENERAL, AND CALGARY FOR THIS RESOURCE.)

2. WE BELIEVE THAT CURRENT AND LONG-TERM OBJECTIVES AND CONTINUING COURSES OF ACTION SET
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FORTH IN PARA AND FY-72 TRADE AND INVESTMENT

PROGRAM SUPPORT JUDGEMENT THAT PRINCIPAL FURTHER U.S. GAINS IN THE CANADIAN MARKET ARE TO BE MADE VIA TRADE POLICY ROUTE, E.G., TARIFF CUTS, DEFENSE PRODUCTION SHARING, DUTY-FREE TOURIST ALLOWANCES, ACCESS FOR USED AUTOMOBILES FROM U.S., ETC. AT SAME TIME WE NOTE CANADIAN IMPORT STATISTICS FOR FIRST FIVE MONTHS OF 1973 SHOW IMPORTS FROM U.S. AUG 27 PERCENT OVER SAME PERIOD OF 1972 AND U.S. SHARE OF TOTAL IMPORTS AT 72 PERCENT (69 PERCENT, JANUARY-MAY, 1972). WHILE REFLECTING FIRST HALF BOOM IN CANADA, THESE FIGURES ALSO MAY A(A) INDICATE SATURATION POINT REACHED IN SOME COMMODITY SECTORS, AND (B) POSE DILEMMA OF POTENTIAL DISPLACEMENT OF EXISTING U.S. SUPPLIERS IN CANADIAN MARKET TO EXTENT WE SUCCEED IN GENERATING NEW SUPPLIERS.

3. IN VIEW OF DIFFICULTY, IN MARKET OF THIS SIZE AND CHARACTER, OF SELECTING FIVE HIGHEST PRIORITY COMMERCIAL OBJECTIVES, WE SUBMIT THE FOLLOWING AS ILLUSTRATIVE OF OUR COMMERCIALLY STAFFED POSTS' OBJECTIVES DURING NEXT TWELVE MONTHS (WITH PRESENT RESOURCES):

A. CONTINUE EFFORTS AT FEDERAL AND PROVINCIAL GOVERNMENT LEVELS TO IMPROVE CLIMATE OF ACCESS FOR SPECIFIC U.S. PRODUCTS. ACTION ONE: FOLLOW-UP PROJECTED AUGUST VISIT OF ONTARIO LIQUOR CONTROL BOARD OFFICIALS TO CALIFORNIA WINE INDUSTRY WITH OBJECT OF ENCOURAGING MULTIPLE LISTINGS AND MEANINGFUL PURCHASES; AND EXTEND THIS EFFORT IN COOPERATION WITH U.S. INDUSTRY TO QUEBEC, NEW BRUNSWICK AND BRITISH COLUMBIA. ACTION TWO: CONTINUE REPRESENTATIONS TO FEDERAL DEPARTMENTS CONCERNED TO OBTAIN RECOGNITION OF BOURBON AS DISTINCTIVE U.S. PRODUCT. ACTION THREE: CONTINUE REPRESENTATIONS TO FEDERAL DEPARTMENTS CONCERNED TO OBTAIN RECIPROCITY ON TEMPORARY DUTY-FREE ADMISSION OF PROFESSIONAL EQUIPMENT, I.E., CANADIAN ACCESSION TO ADDITIONAL ATA CARNET CONVENTIONS.

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B. CONTINUE AND EXTEND TO MONTREAL AND VANCOUVER PERSONAL CALL PROGRAM INSTITUTED THIS YEAR BY CONSULATE GENERAL TORONTO. ACTION ONE: IDENTIFY CANADIAN FIRMS INTERESTED IN REPRESENTING NEW OR ADDITIONAL U.S. LINES. ACTION TWO: MAKE PERSONAL CALLS ON SUCH FIRMS TO MAKE KNOWN USG EXPORT PROMOTION SERVICES. ACTION THREE: DEVELOP TRADE OPPORTUNITIES AND ADS UNIVERSE FROM SUCH CALLS.

(TORONTO HAS REPORTED 70 TOS SO FAR IN CALENDAR 1973 FROM ITS PERSONAL CALL PROGRAM.)

C. INITIATE PROGRAM OF MINI-MARKET SUREYS AT MONTREAL AND VANCOUVER, POSSIBLY ON A ONE PER QUARTER SCHEDULE, AT EACH POST, FOR PRODUCTS POSTS BELIEVE HOLD POTENTIAL FOR INCREASED U.S. EXPORTS. COMMODITIES SUGGESTED BY MONTREAL AND VANCOUVER INCLUDE POLLUTION CONTROL AND TREATMENT EQUIPMENT; BIOMEDICAL EQUIPMENT; HOUSEHOLD FURNITURE TOOLS, EQUIPMENT AND HARDWARE FOR FURNITURE MANUFACTURING INDUSTRY; SPORTING EQUIPMENT; INDUSTRIAL CONTROL INSTRUMENTS AND SMALL ELECTRIC MOTORS. ACTION ONE: IDENTIFY MOST PROMISING PRODUCTS IN THESE CATEGORIES. ACTION TWO: IDENTIFY MAJOR PURCHASERS, ACTUAL AND POTENTIAL. ACTION THREE: SERVICE ADS REQUESTS GENERATED BY COMMERCE FIELD OFFICES ON THE BASIS OF POSTS' MINI-SURVEYS. (WE HOPE THE HUGE CANADIAN MARKET FOR THE WHOLE RANGE REPEAT WHOLE RANGE OF U.S. CAPITAL EQUIPMENT, CONSUMER GOODS, AND PRODUCTION MATERIALS WILL NOT BE OVERLOOKED IN COMMERCE DEPT.'S AND FIELD OFFICES' CONCENTRATION ON 15 TARGET INDUSTRIES. TARGETS OF OPPORTUNITY MAY BE CONSIDERED AS LIMITLESS IN CANADIAN MARKETS.)

D. CONTINUE REPORTING ON BIG TICKET EXPORT AND TENDERING OPPORTUNITIES, PARTICULARLY IN ENERGY SECTOR. ACTION ONE(MAINTAIN CONTACT WITH FEDERAL AND PROVINCIAL AUTHORITIES TO OBTAIN INFORMATION ON REQUIREMENTS THAT CAN BE MET AND PROCEDURES TO BE FOLLOWED BY SUPPLIERS OF U.S. PRODUCTS AND SERVICES. ACTION TWO: ASSIST POTENTIAL U.S. SUPPLIERS AND BIDDERS, BY PROVIDING

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SUCH INFORMATION AND FACILITATIVE ASSISTANCE. E. INCREASE PARTICIPATION BY AMERICAN FIRMS IN CANADIAN TRADE SHOWS IN TORONTO, MONTREAL AND VANCOUVER. ACTION ONE: POSTS WILL RECOMMEND SELECTED SHOWS ON BASIS OF PAST PERFORMANCE AND EVALUATION OF FUTURE USEFULNESS. ACTION TWO: INFORM U.S. INDUSTRY VIA COMMERCE FIELD OFFICES AND TRADE ASSOCIATIONS OF RECOMMENDED SCHEDULED EVENTS AND ENCOURAGE PARTICIPATION. (VANCOUVER RECOMMENDS HOME SHOW, FEBRUARY, 1974; BOAT AND SPORT SHOW, FEBRUARY, 1974; AND PACIFIC INDUSTRIAL EQUIPMENT AND MATERIALS HANDLING SHOW, NOVEMBER 1974)

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